APPETIZERS • MENU IDEAS & TRENDS • DESSERTS

$erious About $UCCESS



Entree Soups

Introducing ... The Cheese Course

Coffee Trends

Labor Saving Solutions

Increasing Sales with Appetizers & Desserts

SYSCO Hampton Roads PUBLICATION

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"$erious About $ucess"?

Ask your Marketing Associate about our Business Building Tools, Operational Tools, Menu Suggestion, Flyers & how to sign up for our E-Newsletter.

Sysco Food Services of Hampton Roads
7000 Harbour View Blvd.
Suffolk, Virginia 23435
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www.syscohamptonroads.com



Greetings to all our "$erious About $uccess" friends. January is a time of year synonymous with new beginnings, fresh plans, and renewed vigor to set goals we can confidently accomplish. There really is no better feeling than a well thought-out plan, based on current knowledge, instilled with proper discipline, and nurtured to completion. We all yearn for a lifestyle of continuous improvement that helps us seek out the kind of people that make this process flow throughout the year, so we can build on each success in our organization and together grow personally and professionally.

The true measure of success will come when we realize we have helped others in some small way accomplish their goals by what we are able to share with each other.

Our focus with this "$erious About $uccess" edition is to help give your guests a "great start" by featuring our appetizers, cheese courses, and tapas ideas. Let's not forget dessert, which is included with our featured articles about several great Sysco customers that are indeed "$erious About $uccess".

All the best in 2007,

John Hall

John Hall

From The President

Are You a "Hot Spot" In Town?

Keith D. Roberts

Imagine this... Your potential guests are in town and staying in a hotel. They're hungry, and they're looking for a great meal. They go to the front desk and ask where the "hottest" place in town is, and they get the famous "deer-in-the-headlights" stare back from the front desk. The clerk shrugs and points to whatever restaurant is across the street. Now imagine that they're pointed to a free-standing kiosk in the lobby showing a full color video of your restaurant. They touch the screen and a full-page ad appears for your operation. They hit the "Menu" button and look over your selection of appetizers, salads, entrees and desserts. Everything looks good, so they hit the map button that displays a map beginning from that specific hotel directly to your restaurant. It looks close enough; so they hit the print button and out comes a printout with driving directions to your restaurant, phone number, address, logo and maybe even a discount. The deal has been sealed.



The above scenario is exactly what HotSpot marketing kiosks do. They provide information on dining, shopping, entertainment, and area attractions. Hot Spot has 50 kiosks located on the Southside and 40 on the Peninsula, predominately located in high traffic hotel lobbies. They offer four different advertising packages beginning with a full page, color advertisement that can be found under 3 different sub-categories of your choice, and custom printed driving directions, for only $600 for an entire year. Their rates include all production fees. and the ad will be displayed on all kiosks in either market.

This is a great, innovative way to reach the "out-of-town" person who has expendable money for traveling purposes. No other advertising provides the ease and convenience of point-to-point driving directions, a full color advertisement, and the ability to provide a discount or similar offer.

Call Ed Ruskowsky at 757-580-4068 to learn more on how HotSpot Marketing can increase traffic to your restaurant.

To find out about our iCare program, visit www.syscohamptonroads.com




The Original
Poppers®
Fun Food
We Offer Great Food
and Good Times To Share!
McCain
www.mccain.com

First Come...Last Served

Boosting Your Profits with Appetizers and Desserts

Keith D. Roberts



Every time the door swings open, a smile comes across your face because you know you just made a sale. The guest enters, takes their seat, and begins to peruse the entrée selections in their search for the perfect meal to fit their mood, their appetite and their budget. Imagine the impact if you could get just 25% of them to venture out and try something from the appetizer or dessert section of your menu. How could that affect your total sales? How could that affect your profits?

Here's a little financial food for thought. Assume that the average price of an appetizers or dessert is $4.99, and your average customer count is 150 covers per night. If 25% of those covers ordered an extra item, you would bring in an additional $185 per day, $1,293 per week, and $67,205 per year! You can calculate the effect of selling an appetizer or dessert to 25 % of your customers in your own restaurant by plugging in your customer counts and average price. The numbers may surprise you, and make that smile even bigger whenever that front door swings open. It's really not as difficult as one may think.., these three simple strategies can get you there.

Menuing – To get the guest pointed in the right direction, appetizers and desserts must be as appealing in print as they are on the plate. Make the most of your menu's real estate with these simple tricks:

- Promote appetizers and desserts with a stand-alone menu or table-top display – and don't forget the pictures!
- Pair your appetizers and desserts with something special from the bar. Bundling works, and you've grown your check average even more!



- Make your most profitable items shine by highlighting them on the menu. Box them out and change the color of the font (or the font itself). Draw attention to them, and the guest will give them the attention you want.
- Offer "samplers". It's works for appetizers, and you'll be amazed at what it will do for your dessert sales.

The Suggestive Sell – According to a Restaurant and Institutions poll, nineteen percent of customers are influenced by suggestions when dining out. The bottom line is, they want help with their decision, so make sure your team has the tools they need.

- Hold pre-shift meetings daily to educate your staff. They can't sell a thing unless they know what it is. Include product used, preparation techniques, portion size and price (yes, it's on the menu, but the questions will be asked!).
- Get your Host/Hostess, Bartenders and Bussers involved as well. Any person who comes in contact with the guest is a perceived "expert" on the menu, and can help boost sales across the board with a simple suggestion.
- Don't just "ask".., recommend! Asking gets you a yes or no response; recommending something specific or a personal favorite gets you a sale.
- Use employee contests/incentives to make the sale happen --- and don't forget to include the entire staff!!!

19% of customers are influenced by suggestions when dining out.

Presentation – Appetizers are the first glimpse of the menu and desserts the last. We're talking about impressions here, and a unique and unexpected visual presentation is key.

- Aim high! Stack'em, rack'em, pile'em up as high as you can. It's about perception and value in the guests' eyes, and this is sure to please.
- Get fired up. While it has some challenges, nothing says "WOW" like a flaming appetizer or dessert.
- A little too risky? Consider the safer route but introducing some tableside preparation. You don't have to be a Certified Chef to toss a salad, and it gives the guest a truly unique experience. When it comes to desserts, the ever popular "dessert tray" is always a win-win.
- Parade your appetizers and desserts through the dining room whenever you can. It plants the seed and shows off your work in the best light possible.

The thing to remember is that people hate to be sold --- but they love to buy. Take advantage of the resources you have to create a buying environment... your menu, your staff and your presentation. When used separately, you'll see some progress, but when woven together and used daily as a true sales strategy, you'll see the magic!

Aroma's

David C. Thompson

When stepping into Aroma's, many people feel as though they have taken a trip abroad. The tantalizing fragrance of fine coffees brewing, blending with the soothing scents of fresh pastries baking only add to the welcoming atmosphere.

Whether you dash in for a quick breakfast pick up, savor a leisurely lunch or decide on a light midweek dinner, Aroma's warm and inviting atmosphere and European hospitality are sure to make you a regular.



Jay Downing, Jeri Pratt, Don Pratt, Leonard Little

Don and Jeri Pratt founded Aroma's in 2000. Opening day was Father's Day and the venture was somewhat of a gift from Don to himself. Don and Jeri had arrived at a point in their lives when they made the decision to embark on a second career. The company they formed was named Silver Linings; which remains today a guiding principle in their business. Although life presents many challenges, they look to seek out those silver linings everyday and their fervent hope is that when their guests enter Aroma's, they do the same. Don and Jeri are passionate about their guests being treated to a warm and memorable experience.

By opening in the charming Merchants Square area of Williamsburg, their goal was to offer the community an inviting retreat for meeting among friends and discussing events of the day with visitors from literally around the world. By virtue of its proximity to The College of William and Mary, Aroma's really does appeal to people from eighteen to eighty. In 2005, after great success in the Colonial Capitol, Don and Jeri decided to bring this special concept to the City Centre at Oyster Point in Newport News.

When you cross the threshold and inhale the intoxicating scent of brewing coffee and baking pastries it is easy to forget that you possess four other senses that will be equally satisfied. The cakes, cookies, pies and pastries are temptingly displayed to make it virtually impossible not to indulge. The key to selling desserts in any restaurant is to allow the customer to see them. Remember, people eat with their eyes. As





Don and Jeri will tell you, sweets are not limited to any particular part of the day. Some people enjoy a sugary pick me up at mid – morning, while others may treat themselves in the late afternoon, particularly if they have had a bad day. Still others may opt for a whole cake or pie for a special celebration, or as a thank you or reward for a kind deed or job well done.

While life is indeed uncertain, and you should eat dessert first, let us not forget that Aroma's features a full menu of delectable café favorites for all three meals. They certainly recommend having your breakfast favorites on a warm croissant or bagel. At lunchtime, the highest quality meats and cheeses join with hearty breads to reward the customer with a memorable sandwich. Their chefs also create inviting bistro-style specials for the dinner hour. By the way, you can treat a bunch of friends to lunch by availing yourself of Aroma's professional catering services.





When it comes to a specialty of the house, there are a myriad from which to choose, but the Chocolate Vacation Cookie has no peer. "We cannot give away the secret recipe, but suffice to say when you have one, it is a chocolate lover's dream vacation." This sublime treat, along with all of Aroma's' other delights, such as their chocolate fondues and s'mores, can of course be complimented with one of any number of their fine coffees--European teas, sinful European Drinking Chocolate or a smoothie. Aroma's even owns their own coffee roasting company, the highly regarded Carytown Coffee Co. in Richmond, Virginia.

Visit their website at www.aromasworld.com and take advantage of the opportunity to browse through and purchase any one of their fine selection of gifts.

Don and Jeri's wish is that every customer departs refreshed and ready to "look for the Silver Lining, and try to find the sunny side of life."

Market Square
431 Prince George St
Williamsburg, Va 23185
757-221-6676

Oyster Point Town Center
706 Town Center Drive # 104
Newport News, VA 23606
757-240-4650





Baker's Crust bread market

Becky Amos

Norfolk
330 W. 21st Street
Norfolk, Virginia 23517
Phone: 757/625-3600







John Hall, Dave Hill,

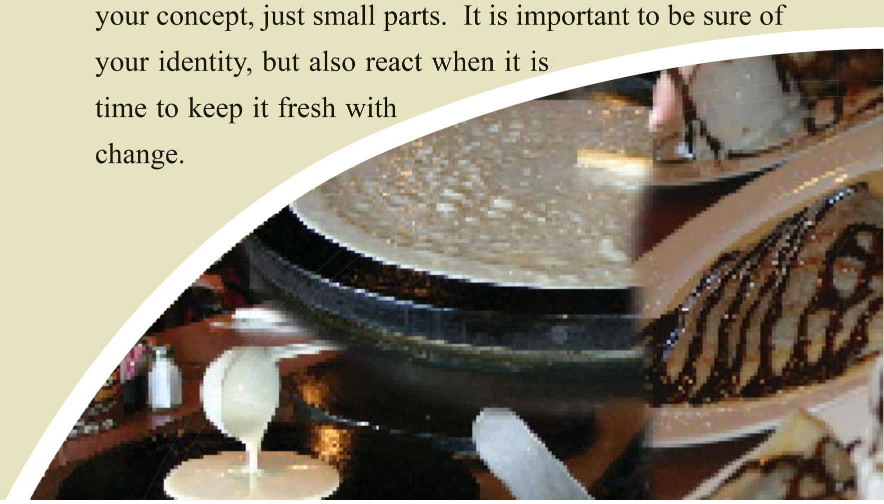
You can hardly mention the words "great dessert menu" without Baker's Crust coming to mind. In addition to their dessert cases that are too tempting for most to resist, they also offer a unique Crepe menu that is worthy of the finest French chef's menu. In a recent interview with John Stein (Owner) and Steve Sachs (Director of Operations), they shared with us their recipes for success.

Q: Tell us about the history of Baker's Crust.

A: In the late 80's, I owned a small snow cone cart business called Ocean Ice's. I enjoyed owning and operating my own business and was looking for another business opportunity. I always loved "real" crusty bread so I did some research in DC, spoke to farmers in Montana and consultants in San Francisco who specialized in artisan breads. Through one of these contacts, I was fortunate to find and bring on as my partner, Philippe Bulan, an extremely talented baker and artist. He has been part of our success since the beginning. In October of 1993, we opened a traditional artisan bread shop serving soups, salads & sandwiches in the Hilltop area of Virginia Beach. Not long after opening, there was an article in the newspaper, and shortly there after, we had lines out the door. Initially, I was not focused on food cost; I was just happy because my customers were happy. It took a few years to start running my business like a business. We have built Baker's Crust on the quality of the ingredients we use and the freshness of the products we serve. 15 years and 3 restaurants later (Ghent in 1995, Carytown in 1999, and Short Pump in 2003), we have evolved from a Fast Casual to Café concept. Another great addition to our team has been Steve Sachs. He brings with him multi-unit experience and an operational perspective that is priceless. He is also a great teacher and developer of people.

Q: If you were to offer a bit of advice to a fellow or perspective restaurant operator, what would it be?

A: The one thing that restaurant owners/operators need to be conscious of is staying "fresh". By fresh, I mean much more than just fresh food. In this competitive market, we must keep the concept, menu, décor, people, training, and culture fresh. You must be willing to develop and evolve with your market and the times. This doesn't mean changing your concept, just small parts. It is important to be sure of your identity, but also react when it is time to keep it fresh with change.



Norfolk
Baker's Crust Express
150 West Main Street
Norfolk, Virginia 23510

Richmond
3553 W. Cary Street
Richmond, Virginia 23221
Phone: 804/213-0800

Richmond
11800 W. Broad Street # 1102
Richmond, Virginia 23233
Phone: 804/377-9060

Virginia Beach
704 Hilltop N Shopping Center
Virginia Beach, Virginia 23451
Phone: 757/422-6703





John Stein, Jerry Galanides





Q: Tell us a little about why your dessert menu sets you apart.

A: We have a 4500 square foot bakery where Philippe oversees and helps prepare all of our desserts, confections and breads from scratch every day. We have trucks that leave the bakery at 11:00 pm every evening to deliver to the restaurants. Because of Philippe's talent and the systems we've put in place, our customers are guaranteed to get a great product….every time!

Q: If a customer were only to visit Baker's Crust once, what dessert would you suggest they have?

A: First of all, they would be cutting themselves short by just coming to Baker's Crust once (ha ha ha ha), but I would suggest the Crepe Noisette. This is one of the most popular of our crepes (a very thin French pancake which we spin to order). It is stuffed with hazelnut "Nutella" chocolate, toasted almonds and coconut, served with vanilla ice cream and topped with REAL homemade whipped cream. The crepes are more than a dessert--they are artwork. People usually make a trip up to the counter to watch their crepe being made….it is quite an experience.



Q: How do you promote your wonderful desserts?

A: Our desserts sell themselves in the case. It is unusual for a table not to order or take home a dessert. In addition, we utilize our e-mail database to keep our brand out there and create a call-to-action to our most loyal customers. We recently offered a free crepe with the purchase of 2 entrees. We don't view it as discounting, but rather rewarding loyalty.

Q: What does 2007 hold for Baker's Crust?

A: 2007 is the year of people and training. We, as a team, are looking to create a culture of service that goes above and beyond anything we have achieved to date. We want to be sure we are hiring the right people with the will to do a great job. We want our staff to have fun with a great attitude, and go out of their way to take care of our guests. We will be hosting hiring camps for our managers, training sessions, etc. We have never spent this much time, resources and energy to achieve this, but it's time to make the investment. We are also in the process of working on our spring menu.

Be sure to treat yourself to Baker's Crust, and remember to leave room for dessert.

Howard's Pub & Raw Bar on Ocracoke Island

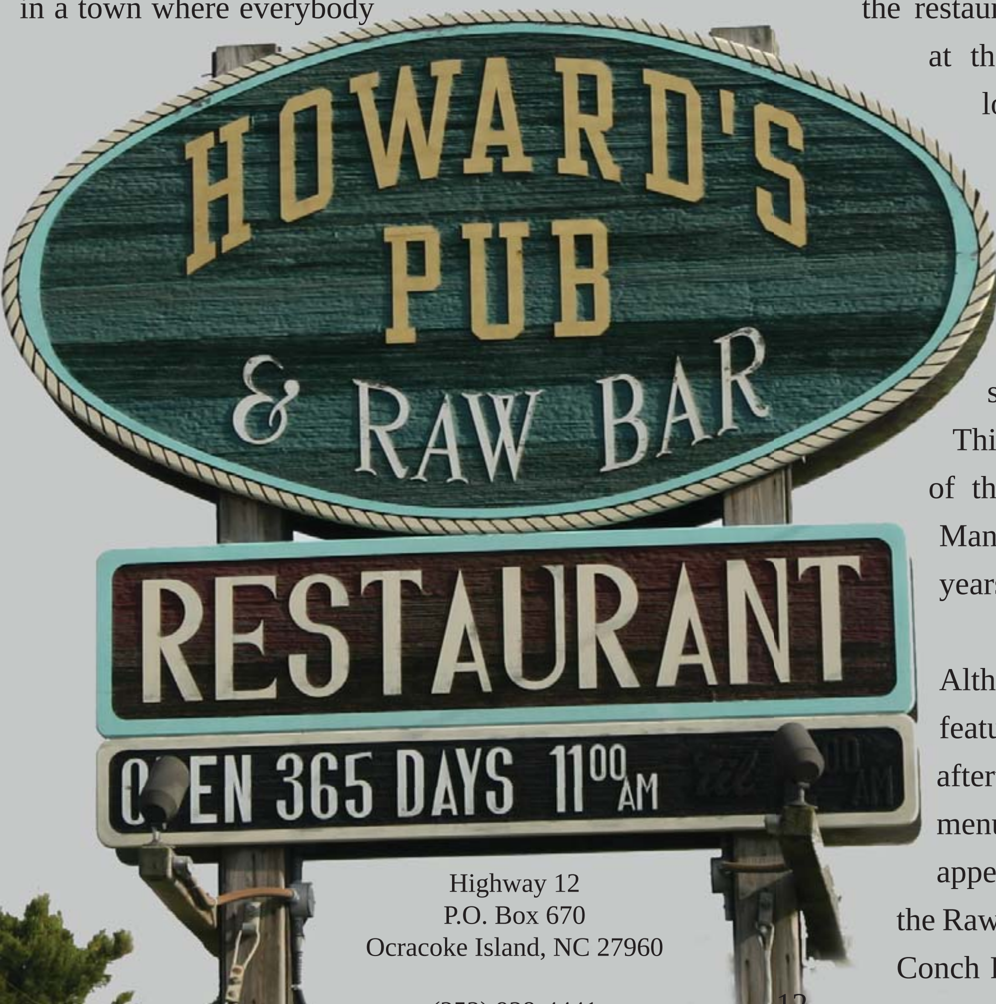
...the southern end of heaven

David C. Thompson



The quaint village of Ocracoke was listed on the National Register of Historic Places in 1990. Located at the southern end of Ocracoke Island, with sun-swept wilderness beaches that are consistently rated as one of the top three beaches in North America, time seems to have stood still. Bikes wheel along the quiet streets of the historic village by picket fences shaded by stately live oaks. One of the favorite stops while pedaling through this idyllic village is the legendary spot known as Howard's Pub.

Howard's Pub was purchased 17 years ago by Anne Warner and her late husband Buffy. Anne had vacationed on Ocracoke Island as a child, and the desire to remove themselves from the ever-changing fast paced world in which they lived, and settle down and raise children in a town where everybody knows their neighbor, brought the Warners to Ocracoke. Their children actually walk to school, a school which has the distinction of being the smallest high school in North Carolina. It is this uncomplicated lifestyle, which is evident when you walk into Howard's Pub.



This little piece of paradise, known to locals as "The Pub", has become world-renowned. Memorabilia in the form of college banners, license plates and military pilots' patches and insignia adorn the walls of The Pub. All these items have been sent to the restaurant by customers who feel so strongly about their experience, that they want to be a part of what Anne Warner describes as their "happy dysfunctional family" -- Howard's Pub. This feeling of being a family is one of the bedrock principles on which the restaurant is based. This explains why The Pub is at the forefront of community activities. Being located in a very small community, Anne feels strongly about supporting community activities whenever possible. The Pub has become an informal information center for the village. Those who might want ferry information or an update on a threatening storm often call the restaurant for updates. This attitude of family also explains the loyalty of the staff. George Turner, the Chef / Kitchen Manager, has been with the restaurant for eight years. George is an integral part of the operation.

Although Howard's Pub is a fun place to go and features over 100 beers, food is definitely not an afterthought. The restaurant features an extensive menu, which includes a varied selection of appetizers. Many folks make an entire meal from the Raw Bar and Appetizer portions of the menu. From Conch Fritters to Southpoint Chicken Wings, there is

Highway 12
P.O. Box 670
Ocracoke Island, NC 27960





a variety from which to choose that will please even the most finicky diner. The specialty of the house, according to George, is the Oysters Rockefeller. When pressed for his secret recipe, George confided that you start with fresh-shucked oysters, but the rest of the ingredients would have to remain a secret. By the way, this interviewer thinks the Carolina Classic burger with fresh cut fries, is pretty special too.



When asked what she thinks is the specialty of the house, Anne Warner thought momentarily and responded "fun, we sell fun." Whether it is three generations of family on vacation, a couple of surfers down for the day, or a grizzled village fisherman, the Howard's Pub family will welcome them and make certain a good time is had by all. One of the best descriptions of Howard's Pub can be found in an excerpt from a letter sent to The Pub from a first time visitor. The letter from Holly in Lake Ontario, N.Y. states…"children and families and happy couples and (probably) formerly unhappy couples. Single folks, dressed up folks, folks in beachwear, folks hanging from hammocks and folks rocking in weathered Adirondack chairs with legs slung casually up and over the sides…we fell in love with what we saw." In other words, come as you are -- all are welcome to join the family.



The beauty of Ocracoke Island, aside from nature's handiwork, is that by virtue of the fact that about eighty percent of the island is a National Park; rampant development will never overtake this jewel of nature. Whether you decide to come to the Island to fish, honeymoon, or just relax, a stop at Howard's Pub is a must. By the way, don't worry about when you choose to come to Ocracoke, because The Pub is open 365 ¼ days a year. When asked why they choose to open everyday, Anne Warner shrugged and said " How do you know when to close…you might miss someone." Fear not, Howard's Pub is ready to welcome you anytime you show up.



Jeff Martin, Cliff Yerby, George Turner, Anne Warner

Pintxos or Tapas?

Rob Reper

These two words, though one more common than the other, are exciting food experiences that are used in a variety of ways and in a wide variety of restaurants. If you're a fan of Spanish tapas, then you'll appreciate the Basque version called Pintxos (say 'pinchos'), the regional term for tapas or little pinches of food and the tradition of munching from one restaurant to the next in search of the best bite. Tapas (pronounced TAH-pas) is the name for a wide variety of appetizers in Spanish cuisine that are comprised of smaller appetizer sized portions.

The Basque region of Spain has been known for a variety of things, ranging from its popular Rioja wines to internal conflict between Basque and Spanish nationals, and some of the best Pintxos. Pinxto bars serve little treats that run the gamut from baguette slices piled high with crab salad, smoked salmon and caviar, to bites of freshly carved jambon ham with pimento and melted sheep's cheese. Pinxots are generally one-bite appetizers similar to sushi. Pintxos is not a misspelling for pinto beans, but actually a type of tapas hailing from Northern Spain, comprised of little bits of bread with any number of toppings like salmon mousse or spicy sausage or ham and cheese. Sometimes, especially in Northern Spain, they are also called pinchos (often spelled pintxos in the Basque Country), because many of them have a pincho, or toothpick, through them. This is used to keep whatever the snack is made of from falling off the



bread. Another name for them is banderillas (diminutive of bandera "flag"), in part because some of them resemble the colorful skewers used in bullfighting.

Tapas evolved over Spain's history through the incorporation of ingredients and influences from a variety of cultures and countries. Many places are taking the tapas format and bringing other countries' influences into it – Asian, for example. Chefs are taking the best ideas and trends of the world and marrying them to create a very 'local' take on cuisine. Tapas and Pintxos may be served cold, such as mixed olives and cheese, or warm, such as fried baby squid. In Spain, tapas are usually given for free to accompany a drink before dinner. In the United States and the United Kingdom, tapas has evolved into an entire cuisine. In Spain, customers may order many different tapas, and combine them for a full meal. It is very common for a bar or a small local restaurant to have 6 to 8 different kinds of tapas in warming trays with glass partitions covering the food. They are often very strongly flavored with garlic, chilies or paprika, and sometimes swimming in olive oil. Many times one or more of the choices is seafood (mariscos), often including anchovies, sardines or mackerel in olive oil, or squid or others in a tomato based sauce, sometimes with the addition of red or green peppers or other seasoning. It is rare to see a tapas selection not include one or more types of olives, such as manzanilla or arbequina olives. One or more types of bread are usually available to eat with any of the sauce-based tapas. Tapas can be "upgraded" to bigger portions, equivalent to half a dish or a whole one. This is generally more economical when tapas is being ordered by more than one person.



Locally, tapas restaurants are evolving where Pintxos are still left to be discovered. Pintxos will be a growing trendas bars and restaurants take to the smaller portions and little bites and an old Spanish tradition is unveiled. Tapas restaurants make for an eventful evening going from one to the next and sampling the Chefs' great selections. Check out these great local tapas hot spots:

Bardo
430 W 21st, Norfolk, VA 23517
(757) 622-7362

Bodega's
442 Granby Street, Norfolk, VA 23510
(757) 622-8527

Central 111
401 North Great Neck Road, Virginia Beach, VA 23454
(757) 222-1022

Fresh Tapas and Tonics
2135 General Booth Boulevard, Virginia Beach, VA 23454
(757) 430-8700

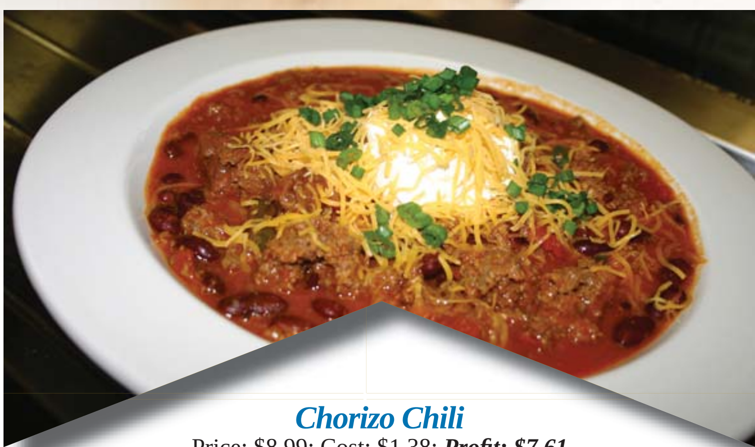
You can also visit Sysco Hampton Roads Restaurant and Hospitality Center to sample Tapas & Pinxtos specifically for your operation.

Soup…glorious soup

David C. Thompson

What could be more comforting than the aroma of a simmering tureen of hearty gumbo? Does anything evoke more childhood memories than the scent of rich tomato soup accompanied by the ooey – gooey goodness of a grilled cheese sandwich? Face it, soup makes people feel good. Soup also makes a restaurant's bottom line look good. Now that the temperatures have dipped, it is time to take advantage of peoples' desire for a bowl of hot soup. Whether you serve it as a starter or a full meal, soup is a profitable addition to any menu.

The culinary team at Sysco of Hampton Roads is proud to share a few of their favorite recipes for palate pleasing potages that may be served as a full entrée or in a cup as a mouthwatering accompaniment to any meal. The next time your Marketing Associate stops by, ask them about our Entree Soup Flyer for more recipe ideas and a soup-of -the-day worksheet.

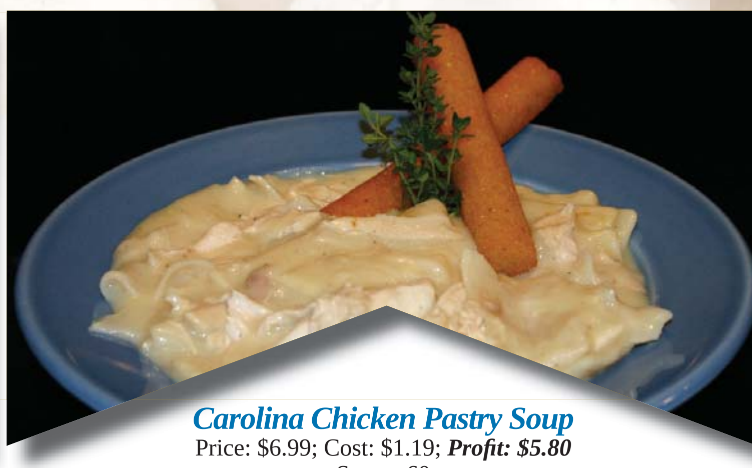


Chorizo Chili

Price: $8.99; Cost: $1.38; ***Profit: $7.61***
Serves 45

6171755	CASASOL Sausage Chorizo Link 4x1	5/LB	$16.24
7222227	FIRECLS Beef Grnd Bulk 81/19 Fine	5/LB	$ 9.78
8819492	SIMPRST Vegetable Blend Pepper&onion	1/EA	$ 6.37
7039266	CASASOL Salsa Chunky Mild Authentic	65/OZ	$ 5.72
5844220	CASASOL Bean Black	1/EA	$ 4.34
4110235	SYS CLS Bean Kidney Light Red Fcy	1/EA	$ 4.08
5975289	AREZZIO Garlic Chopped In Water	8/OZ	$ 1.41
5228713	IMP/MCC Spice Cumin Grnd	1/OZ	$ 0.56
9806498	IMP/MCC Spice Chili Pwdr Drk	2/OZ	$ 0.85
5228671	IMP/MCC Spice Coriander Grnd	.5/OZ	$ 0.33
5229356	IMP/MCC Spice Pepper Black Table Grnd	2/OZ	$ 1.02
8666828	CASASOL Tomato Diced Fire Rstd/jce	1/EA	$ 6.38
8919086	CASASOL Cheese Chdr / Jack Shrd Fthr	1/OZ	$ 0.13
5438874	WHLFARM Cream Sour Cultrd Grade A	1/OZ	$ 0.07
7350788	SYS NAT Onion Green Icels	.50/LB	$ 4.64

Recipe Instructions:
1. Slice chorizo lengthwise and remove meat from casing.
2. Add beef, sausage, cumin, chili powder, coriander, pepper and garlic to stock pot and saute over medium high heat until fully cooked.
3. Stir in onion & pepper blend, salsa and diced tomatoes and simmer for about 15 minutes.
4. Add 1 can (drained) of each bean and simmer for 5 minutes.
5. To serve, ladle chili into bowl, place 1 oz scoop sour cream in center of bowl; top with cheese and sprinkle with chopped green onions.

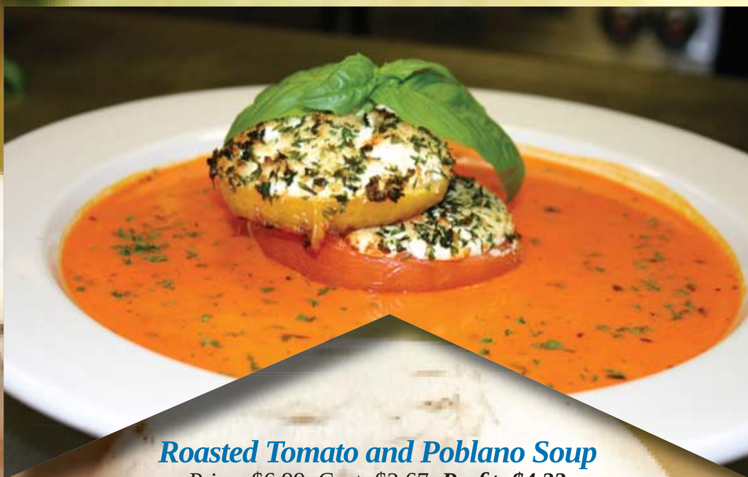


Carolina Chicken Pastry Soup

Price: $6.99; Cost: $1.19; ***Profit: $5.80***
Serves 60

1031327	SYS CLS Chicken Meat Pulled Nat Prop	1/EA	$37.75
4944450	SYS IMP Soup Base Chicken Real	8/OZ	$ 2.61
1340207	ANNE'S Dumpling Flat Raw	6/EA	$23.40
6710198	SYS IMP Celery Diced 3/8"	16/OZ	$ 1.77
1184977	SYS IMP Carrot Fresh	16/OZ	$ 2.27
1706613	SYS IMP Onion Diced 1/4 In Fresh	16/OZ	$ 1.18
5229562	IMP/MCC Seasoning Poultry	1/OZ	$ 0.88
5229331	IMP/MCC Spice Pepper Black Grnd Pure	2/OZ	$ 0.94
4073441	SYS CLS Corn Starch	4/OZ	$ 0.18
2327153	ATKINSN Breadstick Corn	2/EA	$ 0.14
	Water		

Recipe Instructions:
1. To stock pot, add 2-1/2 gal. water, 8 oz. chicken base and 1lb. each of diced celery, onion and carrots.
2. Mix 4 oz. corn starch with 4 oz. of water from pot and add back into pot. Continue to heat over medium high heat until boiling.
3. Once boiling, add frozen pastry strips by the handful, along with spices. Reduce heat to low and cook 20 minutes.
4. Add chicken meat to pot and cook 5 more minutes.
5. Fry two corn sticks, ladle soup into bowl and garnish with sticks.



Roasted Tomato and Poblano Soup

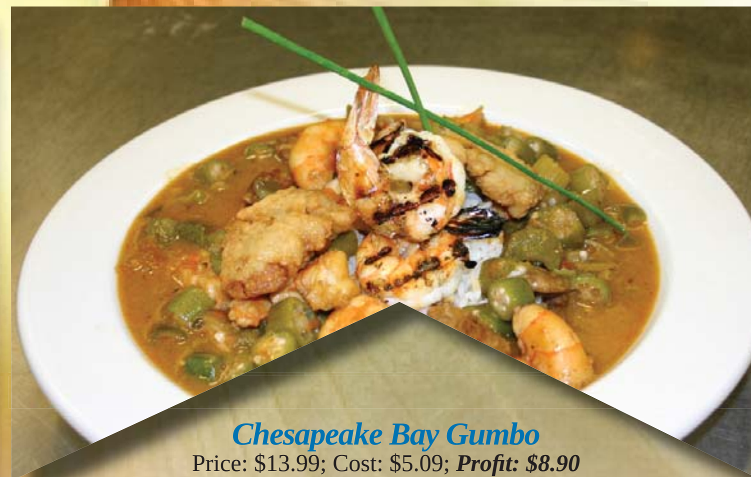
Price: $6.99; Cost: $2.67; ***Profit: $4.32***
Serves 15

1008796	Pepper Poblano Fresh	24/OZ	$ 3.38
5534151	SUPREMA Oil Olive Extra Virgin Frutato	2/OZ	$ 0.70
6494173	SYS IMP Onion Yellow Frsh	8/OZ	$ 0.35
5975271	AREZZIO Garlic Chopped In Oil	2/OZ	$ 0.36
1008689	Cilantro Bunch Fresh	.25/EA	$ 0.17
5568241	SYS CLS Broth Chicken	1/EA	$ 2.54
2164531	Lime Fresh	2/EA	$ 0.39
5228713	IMP/MCC Spice Cumin Grnd	.25/OZ	$ 0.14
5229448	IMP/MCC Spice Pepper Red Ground	.25/OZ	$ 0.13
9126517	AUS SUN Tomato Rstd Oven	24/OZ	$16.87
2700177	Tomato Yellow Frsh	4/EA	$ 5.34
4914420	BBRLIMP Cheese Goat Chevre Import	16/OZ	$ 7.08
2004521	SYS NAT Basil Fresh Herb	2/OZ	$ 2.63

Recipe Instructions:

1. Cut poblano peppers into quarters lengthwise. Remove core and seeds.
2. Place peppers in broiler 6 inches from heat and cook until skin is charred.
3. Remove from heat and place in plastic bag for 15 minutes.
4. When peppers are cool, remove charred skin and place in blender with roasted tomatoes. Blend until smooth.
5. Finely chop onions and cilantro.
6. Heat olive oil in saute pan and add onions, garlic and cilantro and cook for 5 minutes. Reduce heat to low; cover and simmer for 15 minutes.
7. Add broth, pureed peppers and tomatoes. Cover and simmer 15 minutes.
8. Strain and then add cumin, lime juice and red pepper.
9. Blend goat cheese and chopped cilantro; then spread thin layer on two 1/4" yellow tomato slices.
10. Broil for 45 seconds. Stack in bowl, surround with soup and garnish with fresh basil.





Chesapeake Bay Gumbo

Price: $13.99; Cost: $5.09; ***Profit: $8.90***
Serves 20

1094747	SYS IMP Onion Yellow Fresh	3/CP	$ 0.11
5228374	IMP/MCC Spice Bay Leaves Wh	.25/EA	$ 0.05
2005270	SYS NAT Thyme Fresh Herb	1/OZ	$ 1.26
0528729	OLD BAY Seasoning Seafood	3/TB	$ 0.07
5229398	IMP/MCC Spice Pepper Cayenne Grnd	3/TB	$ 0.68
6631477	SYS CLS Chicken Brst Ifz Bnls/skls Zip	5/EA	$ 5.11
9157918	EDSAUSG Sausage Link N/c Hckry Smkd	5/EA	$ 4.72
5926910	WHLFARM Butter Solid Unslt USDA AA	6/OZ	$ 0.74
4037289	SYS CLS Flour Hi-gluten	.5/CP	$ 0.01
1120625	SYS IMP Celery Fresh	3/OZ	$ 0.11
4706545	SYS CLS Pepper Green Bell Frsh Ch	3/OZ	$ 0.12
1880905	SYS IMP Okra Cut Iqf P	3/OZ	$ 0.25
1048172	SYS IMP Garlic Clove Bulk Fresh	2/OZ	$ 0.33
4594537	SYS OTT Tomato Chopped Pld In Puree	8/OZ	$ 0.29
6297584	BOSS Crab Meat Jumbo Lump Past	10/OZ	$10.75
	Water	80/EA	
0656090	PORTBTY Shrimp P&D Tgr T/On 26/30	112/EA	$27.28
7566466	PORTBTY Oyster Brd Chef Dusted 27 Ct	40/EA	$18.41
2058857	SYS NAT Chive Fresh	1/OZ	$ 1.29
4045423	MINOR Soup Base Shrimp	1/EA	$15.18

Recipe Instructions:

1. In medium stock pot, add 2-1/2 qts. water, 4 oz. of shrimp base, 2 bay leaves, 5 sprigs thyme, 1/4 tsp. cayenne and 2 TBS. Old Bay. Bring to a boil, stirring occasionally. Turn off and set aside.
2. Melt butter in separate sauce pan over medium heat. Add sliced sausage and diced (1/2") chicken and saute until lightly browned (about 10 minutes).
3. Add diced celery, onions, green pepper and garlic. Saute until tender. Remove from pot.
4. Add 4 oz. of butter to pot and melt. Add flour and cook over medium low heat, stirring constantly, for about 15 minutes or until medium brown.
5. Add reserved shrimp stock and chopped tomatoes. Bring to a boil, then reduce heat and simmer for 45 minutes.
6. Add reserved vegetables, okra, sausage, chicken and shrimp and cook for 10 minutes.
7. Cook rice according to package directions and keep warm.
8. To serve, fry two oysters and grill two shrimp. Place 4 oz. of rice in center of bowl; then ladle gumbo around it. Place oysters and shrimp atop gumbo and rice and finish with two chive sprigs.

For more ideas or a Soup-Of-The-Day worksheet visit www.syscohamptonroads.com or ask your Marketing Associate for an Entree Soup flyer.

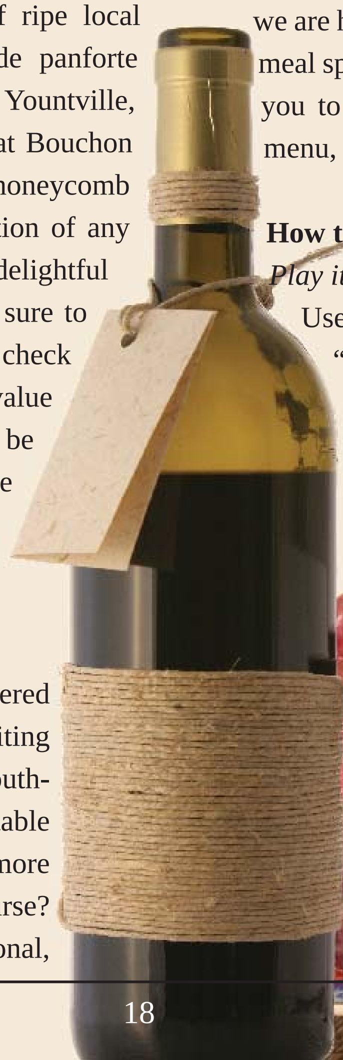
Now Introducing The Cheese Course

Rob Reper

> **...you don't have to be a white table cloth restaurant to offer a Cheese Course.**

Cheese is a growing trend, presenting itself as a staple item on many menus across the country. Cheese lovers everywhere are indulging themselves in the Chefs' creative artistry of The Cheese Course. The Cheese Course commonly follows the entrée and generally accompanies the dessert. This parallel accompaniment is right up there with chocolate & milk and peanut butter & jelly. We commonly forget and or bypass this trade secret, but cheese is showing its face.

During a recent visit to Napa Valley, California, a group of us had a chance to indulge ourselves in a cheese course at every restaurant we visited. At NV, a restaurant in downtown Napa, the Chef offered a selection of ripe local cheeses served with house-made panforte and crackers. One town over in Yountville, the famed Chef Thomas Keller at Bouchon serves a variety of cheeses with honeycomb for $9.50 each, or a tasting portion of any three Cheeses for $14.25. These delightful pairings of cheese and wine are sure to please your guests and grow your check average. Simple cheeses add value and depth to your menu and will be sure to spark interest and generate profit.



Why a Cheese Course?

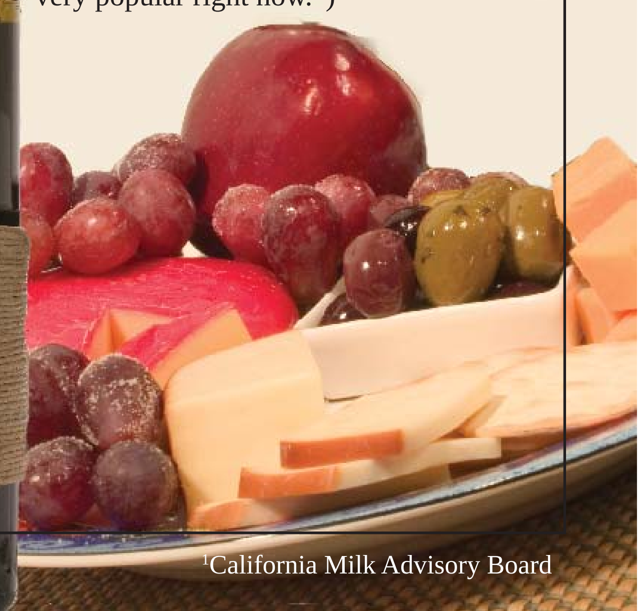
Most people like to be pampered with excellent service, an inviting atmosphere, trendy drinks, mouth-watering entrees and an unforgettable dessert. And what can be more unforgettable than a Cheese Course? Sure, you can go for the more traditional, sweet, decadent desserts, but what about something different? The Cheese Course is not only unique and different, but is also great exposure for some of Europe's finest traditional delicacies.

Two out of three fine dining restaurants offer some type of Cheese Course on the menu[1]. The great thing, however, is that you don't have to be a white tablecloth restaurant to offer a Cheese Course. You might be the neighborhood cafe or pub down the street, or part of a casual dining chain. The difference is in the presentation and the excitement that is generated by the offering on the menu. "I would suggest to you our Chef's selections for our Cheese Course tonight?" This statement sets the tone of service. It says that we are here to take care of you and make your meal special. The Cheese Course also allows you to have a point of distinction on your menu, separating you from the competition.

How to Sell a Cheese Course

Play it up:

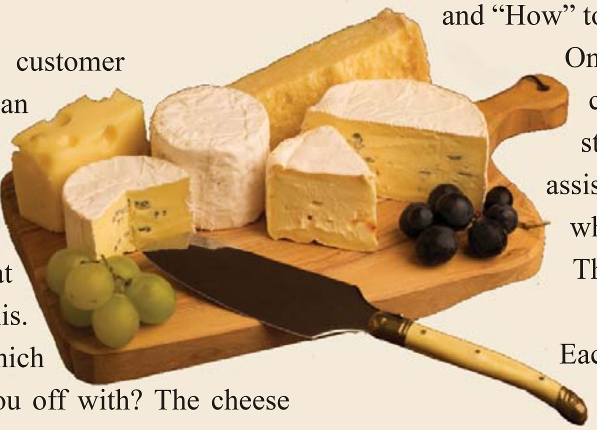
Use words like "popular," "famous," and "favorite" when suggesting The Cheese Course. (i.e. "The Cheese Course is very popular right now.")



[1]California Milk Advisory Board

Always assume:

Always assume the customer will be ordering an appetizer or dessert. The Cheese Course for either appetizers or desserts is a great way to accomplish this. Assume Appetizer: "Which appetizer can I start you off with? The cheese sampler is delicious." Now assume dessert: "Which Cheese Course would you prefer with your after-dinner drinks tonight?" Keep in mind that selling appetizers and desserts will double not only your servers tips, but also the bottom line for your restaurant.



Refine your technique:

Combine the Cheese Course with a glass of wine or specialty beer at a lower price than if you sold each item separately. Highlight these values to guests as 'Combination Features.' Have other members of the staff get involved to consistently suggest The Cheese Course. For example, the bartender could say the following: "I'll be right back with those drinks. You might want to look over the cheese menu while I'm gone. The Gruyere pairs perfectly with that beer."

Getting Started...

Okay, you're convinced. How do you begin? So far, we've covered the "Why," "When," "Where," and "How" to serve a Cheese Course. Only one thing left to cover: "What." SYSCO stocks a complete kit to assist you in the process of what to include in selling The Cheese Course.

Each Roth Kase Wisconsin Cheese Course Kit (3973724) contains:

- Five different cheeses chosen by expert cheese connoisseurs based on the way they compliment each other or the way they represent the cheeses of a particular region or genre.
- A cutting guide to help prepare the cheeses in such a way as to maximize the flavor, texture, color and interest of each cheese to the customer.
- A pairing guide that suggests wines and beers that compliment the cheeses in the kit. The pairing guide also includes suggested fruits, nuts and other garnishes that can be added to the plate to add eye appeal and presentation.
- Because cheeses need to be explained in such a way as to romance the product and establish desirability for the product, a "cheat sheet" for the wait staff to use to describe the cheeses in detail to guests is also included.

Check Out Some Other Great Cheeses Stoked at Sysco

Item Number	Pack/Size	BrandItem	Description
1395862	1/12#AVG	STELLA	Cheese Asiago Mel Wax 1/2 Whl
3973724	1/12#AVG	ROTHKAS	Cheese Asst Coarse Wiscsn Pk
3273968	6/2 LB	SCHRBER	Cheese Asst Party Tray
1177559	12/5.2 OZ	BOURSIN	Cheese Boursin Herb French
5062773	12/4.5OZ	ROSEN B	Cheese Brie Danish Tins
5469259	2/2.2 LB	BBRLIMP	Cheese Brie Domstc 1 Kg
4798456	2/5# AVG	DONVANS	Cheese Cheddar Auld Irsh
2181923	12/11 OZ	BONGRAN	Cheese Goat Montrachet
8473282	2/4.6#AV	ANCO	Cheese Goat With Wine
2382570	1/10#AVG	BBRLIMP	Cheese Gouda Wheel Red Wax
9403908	2/4.4 LB	GOURMND	Cheese Gourmandise W/Walnut
5163208	1/6.6#AV	CASA DC	Cheese Manchego Span
86017	1/4.5AVG	SAFR	Cheese Port Salut Frch
7944978	1/4.5#AV	PACKER	Cheese St Andre

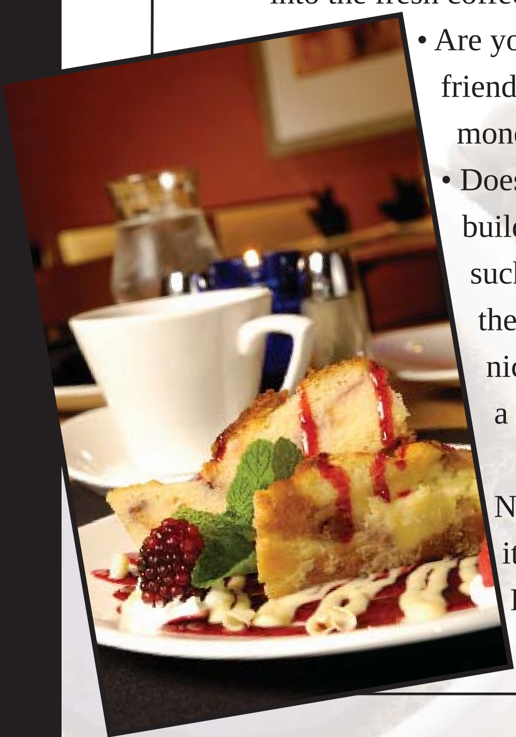
Coffee Trends

Ginny Roberts



In today's fast-paced world, your customer has many different options to satisfy their daily desires for coffee. One thing for sure, Americans are drinking more coffee than ever, and it is being consumed well beyond the traditional breakfast period. The introduction of iced coffee, blended coffee drinks, coffee-based smoothies and sweetened cappuccino have all assisted in this rage, and it is here to stay. Coffee remains one of the most (if not the most) profitable item in the industry, and it should never be taken for granted. Higher average checks and repeat sales are the goals of every restaurant manager. To achieve this with your coffee program, you may want evaluate the following tips to help ensure customer satisfaction.

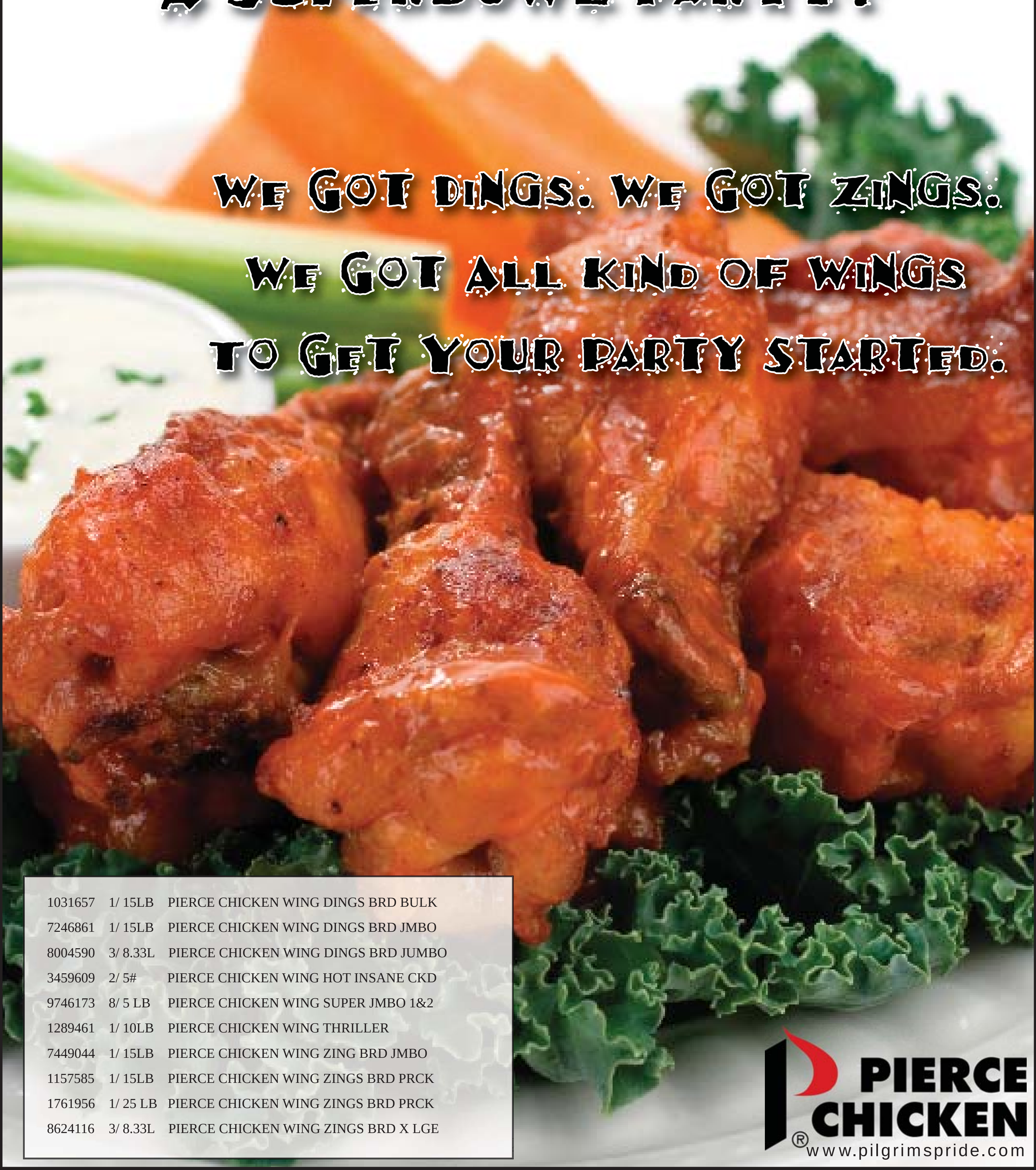
- Does your coffee match up to the current market demands? Blend preferences, darker roasts and heavier weighted brews are all necessary to compete in today's offerings. High yield coffees and lighter roasts are declining, and if you don't move, your customers will. The difference between a good cup of coffee and a great cup of coffee may only be a couple of pennies.
- Is your equipment performing properly?
- Brew temperatures should be 195-205 degrees.
- If your water is filtered, has the filter been changed lately?
- Are you wiping the excess oils from the spray head after brewing?
- Is the staff removing the soiled grounds after the brew cycle stops to avoid the oils leaking into the fresh coffee?



- Are you striving to maintain a "30 minute and out" rule? Heat and air are not friends of coffee. If it sits around, dispose of it; you've already made your money back and then some in the first cup.
- Does your wait staff sell gourmet coffees or espresso with desserts in order build higher check averages? The key is when pairing specialty coffee drinks such as a latte or cappuccino, the more complex the dessert the less complex the coffee. For example a creamy cheesecake with a fruit topping will go nicely with a lighter roasted coffee. A fruit tart or a slice of pie may require a darker roasted coffee.

Never underestimate the value in serving a great cup coffee. In many cases it becomes the last impression your customer may have of their meal. For a couple of pennies and some training, you can create a memorable experience.

ARE YOU READY FOR A PARTY...
A SUPERBOWL PARTY?



WE GOT DINGS. WE GOT ZINGS.
WE GOT ALL KIND OF WINGS
TO GET YOUR PARTY STARTED.

1031657	1/ 15LB	PIERCE CHICKEN WING DINGS BRD BULK
7246861	1/ 15LB	PIERCE CHICKEN WING DINGS BRD JMBO
8004590	3/ 8.33L	PIERCE CHICKEN WING DINGS BRD JUMBO
3459609	2/ 5#	PIERCE CHICKEN WING HOT INSANE CKD
9746173	8/ 5 LB	PIERCE CHICKEN WING SUPER JMBO 1&2
1289461	1/ 10LB	PIERCE CHICKEN WING THRILLER
7449044	1/ 15LB	PIERCE CHICKEN WING ZING BRD JMBO
1157585	1/ 15LB	PIERCE CHICKEN WING ZINGS BRD PRCK
1761956	1/ 25 LB	PIERCE CHICKEN WING ZINGS BRD PRCK
8624116	3/ 8.33L	PIERCE CHICKEN WING ZINGS BRD X LGE

PIERCE CHICKEN®

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Quick Tips & Easy Solutions

From Our Kitchen To Yours

Rob Reper

"The prep guy didn't show"….. "I don't have time to make soup, I'm busy"…..

How many times are you tasked with trying to make up for other peoples excuses? I am a preacher of taking simple Sysco products and making them great. All it takes is starting with a base product and putting your own special touches to make it into one fantastic-tasting finished product. I was personally amazed after coming out of the restaurant grind and being turned on to so many life-changing and restaurant-changing items. These products can make your life so much easier and can restore sanity into your kitchen. Many times we are so focused on the misconception of scratch cooking that we are blind to the convenience offerings that could cut out 3-5 steps or even an entire person out of our crew for the day. Check the following ideas and recipes...

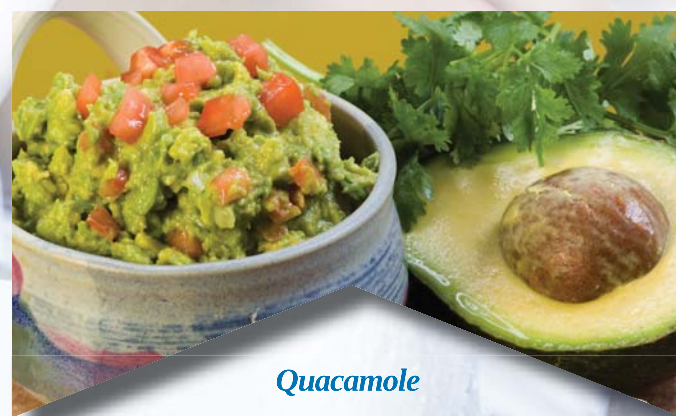
Avocadoes:

Q.How many avocadoes do you throw away either over-ripe or rotten?

Q.Do you have difficulty controlling the ripening process and have inconsistent results?

Solution:

8337503 8-2# Tub Casasol Avacado Hass 100% Chnky Pul
7669831 48-2 oz Casasol Avocado Hass Frsh Halves



Quacamole

SUPC	Brand	Description	Qty	XCost
8337503	CASASOL	AVOCADO HASS 100% CHNKY PULP	1.00 EA	$5.86
7412570	SYS IMP	LIME FRESH	2.00 EA	$1.18
6894174	SYS IMP	ONION RED FRSH JMBO, SMALL DICE	4.00 OZ	$0.54
1048230	PACKER	PEPPER JALAPENO FRESH, FINE DICE	0.25 OZ	$0.05
1048172	SYS IMP	GARLIC CLOVE BULK FRESH, MINCED	0.50 OZ	$0.08
2004620	SYS NAT	CILANTRO FRESH HERB, CHOPPED	2.00 TB	$0.15
1292275	PACKER	TOMATO ROMA FRESH, MED. DICE	6.00 OZ	$0.25
9548132	HOT AIR	SAUCE CAYENNE	1.50 TS	$0.17
4007910	FRENCHS	SAUCE WORCESTERSHIRE	1.00 TB	$0.04
		SALT AND PEPPER	1.00 EA	$0.00

Recipe Instructions

1. In a medium bowl, add avocado pulp, the juice of 2 limes, small diced red onions, fine chopped jalapenos, minced garlic, chopped cilantro, medium diced roma tomatoes, hot sauce, Worcestershire sauce, and salt and pepper.
2. Mash all ingredients with a fork or potato masher until somewhat chunky.
3. Cover and refrigerate overnight.



Q. Do you need a quick sauce without having to go through all the headaches of roasting veal bones for days on end?

Solution:

1745744 INTSUP Sauce Demi Glace Veal Roasted



Dried Cherry Demi-Glaze

SUPC	Brand	Description	Qty	XCost
1745744	INTLSUP	SAUCE DEMI GLACE VEAL RSTD	4.00 OZ	$2.17
5520307	CHFMCRN	WINE SPIRIT RED PORT 20%	8.00 FO	$3.70
7102205	SYS IMP	CHERRY DRIED	4.00 OZ	$2.13
4338364	SMUCKER	JELLY CURRANT RED	8.00 OZ	$0.97
5926910	WHLFARM	BUTTER SOLID UNSLT USDA AA	0.25 LB	$0.48
		WATER	1.00 QT	$0.00

Recipe Instructions:
1. Bring 4 oz. of Demi-Glace and 1 quart of water to a boil and turn off. Reserve for later in the recipe.
2. Place red wine, cherries, and red currant jelly in sauce pan and reduce until a syrup-like consistency is reached or about 1 cup.
3. Add 1 quart of Veal Demi and bring to a boil.
5. Stir in 4 oz. whole butter cut in cubes.
6. The sauce is ready to serve with your favorite center-of-the-plate items such as Grilled White Marble Farms Pork Tenderloin or a seared Maple Leaf Duck Breast.

Q. Do you ever need a universal product that will fit into any meal? Though named a cranberry relish, this product carries a chutney-like consistency that works great as a finishing sauce on numerous center-of-the-plate items.

Solution:

5477298 ITL Rose Relish Cranberry Org



Asian Five Spiced Pork Tenderloin Grilled with Fresh Cranberry Chutney and Whipped Sweet Potatoes

SUPC	Brand	Description	Qty	XCost
2401156	SYS IMP	PORK TENDERLOIN VP FRESH 2/BAG	6.00OZ	$1.25
4392817	DIXIE C	SUGAR BROWN DARK	2.00OZ	$0.14
3034899	IMP/MCC	SEASONING CAJUN	0.50OZ	$0.26
8190159	PACKER	SPICE FIVE PWDR	0.50OZ	$0.26
8851255	SYS OTT	OIL OLIVE BLEND 75/25%	1.00CP	$0.50
5477298	ITL	ROSE RELISH CRANBERRY ORG	2.00OZ	$0.40
2039675	NO STAR	POTATO MASHED SWEET	6.00OZ	$0.44

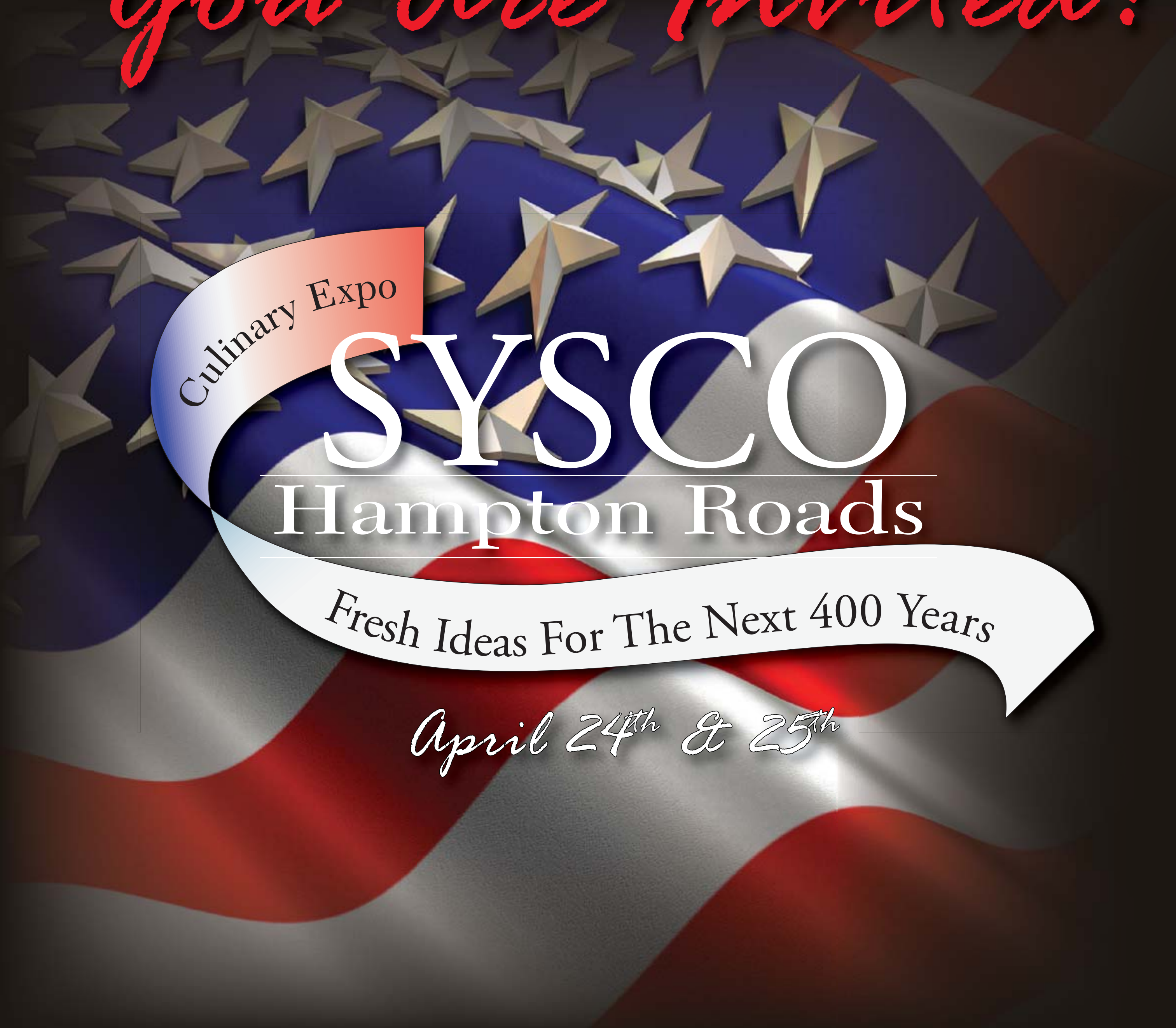
Recipe Instructions:
1. In a small bowl, combine five spice powder, Cajun seasoning, brown sugar, and oil and mix well to the consistency of wet sand.
2. Rub mixture on the outside of the pork loin until evenly coated.
3. Grill pork to desired temperature and let rest on a cutting board for 5 minutes before slicing.
4. Warm sweet potatoes in microwave until hot.
5. Place whipped sweet potatoes in the center of the plate.
6. Sliced pork tenderloin on the bias and place around whipped sweet potatoes.
7. Slightly warm cranberry relish and top pork tenderloin.

Here are some great convenience produce products to cut down labor, time, and knife injuries. These products are guaranteed to cut prep time, increase consistency, and allow more time to focus on the finished product.

Quality Produce Short Cuts

6545412	**1-5LB**	**PACKER**	**CARROT BABY PLD 1" TOP**
6517767	**1-5 LB**	**SYS IMP**	**CARROT STK ST 3/8"X4"**
6710198	**1-5 LB**	**SYS IMP**	**CELERY DICED 3/8"**
2652667	**1-5 LB**	**SYS IMP**	**CELERY STICK HAND STACK**
1706613	**2-5 LB**	**SYS IMP**	**ONION DICED 1/4 IN FRESH**
6524961	**4-5 LB**	**SYS IMP**	**ONION DICED 3/8"**
5085220	**2-5 LB**	**SYS IMP**	**ONION FAJITA CUT (H-CUT)**
6525059	**1-5 LB**	**SYS IMP**	**ONION RED RING 1/4" W/CNTR**
1803790	**2-10 LB**	**PACKER**	**ONION RED FRSH WHL PEELED**
6513147	**2-5 LB**	**SYS IMP**	**ONION YELLOW RING 1/4" W/CENTR**
0018317	**4-5 LB**	**SYS IMP**	**VEGETABLE MIX MIRE POIX**
6521090	**1-5 LB**	**SYS IMP**	**VEGETABLE RELISH KIT(Crudite)**

You Are Invited!



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